

Institutional Distinctiveness

Active Social Media Presence and Timely Documentation for Enhanced Institutional Visibility

Introduction

MKSSS BTINE has a distinctive institutional culture through its strong commitment to maintaining regular, accurate, and timely updates on social media platforms, particularly its official Facebook page, Instagram and YouTube channel. The institution has developed a unique and innovative approach to strengthening institutional visibility and stakeholder involvement through its active and functioning social media updating system. Facebook account serving as the central communication platform. This digitally progressive approach distinguishes the institution by ensuring transparency, timely dissemination of information, and inclusive engagement with the larger community.

Need Addressed

- Increasing the visibility of academic and co-curricular activities.
- Providing quick and accessible updates to stakeholders.
- Strengthening trust through real-time communication.
- Ensuring systematic documentation of events for accreditation, audits, and stakeholder review.

Key Features of the Distinctiveness:

A. Active and Updated Facebook Presence

- The official MKSSS BTINE Facebook page is updated regularly with academic events, national / international / world health days celebrations, workshops, community outreach activities, clinical postings, and students and faculty achievements.
- Each post is accompanied by appropriate captions, photographs, and hashtags to increase reach and transparency.
- Stakeholders receive timely notifications, promoting active participation and awareness.
- Instagram provides visually engaging updates through photos, reels, and stories to enhance institutional visibility and real-time communication.

- YouTube Offers long-form of educational and promotional video content that supports learning, outreach, and documentation of institutional activities.

B. Real-Time Communication

- Announcements regarding examinations, schedules, results, notices, and placements are posted promptly on official WhatsApp group with students, parents and alumni.
- Students, parents and alumni receive timely updates through digital platforms, reducing dependence on physical notice boards and ensuring faster communication.

C. Strengthened Stakeholder Engagement

- Faculty, students, alumni, and the community frequently engage with posts through likes, comments, and shares.
- Alumni achievements, student accomplishments, and faculty development programmes are showcased to inspire the community.

D. Transparent Documentation Culture

- Every institutional activity including academic, administrative, cultural, or outreach is documented promptly with photos, reports, and students and faculty attendance records.
- These records support NAAC documentation, internal quality audits, and compliance reporting.
- Digital archives ensure information is accessible for future verification.

E. Promotion of Institutional Brand

- Consistent and authentic online presence enhances the reputation of MKSSS BTINE.
- Regular visibility improves admissions outreach and builds community trust.

5. Impact of the Distinctiveness

- Improved communication between institution and stakeholders.
- Enhanced transparency and trust due to timely, open sharing of activities.
- Increased participation in programmes due to quick dissemination of information.
- Strengthened institutional identity and online visibility.
- Creation of a credible digital repository for quality assurance processes.

6. Evidence of Success

- The Facebook page shows steady growth in followers, likes, and overall reach.
- Students, parents, and alumni share good feedback about receiving timely updates.
- All posts and activities are neatly documented, helping in NAAC and other accreditation work.
- Student achievements and college activities are getting better visibility at state and national levels.

Challenges:

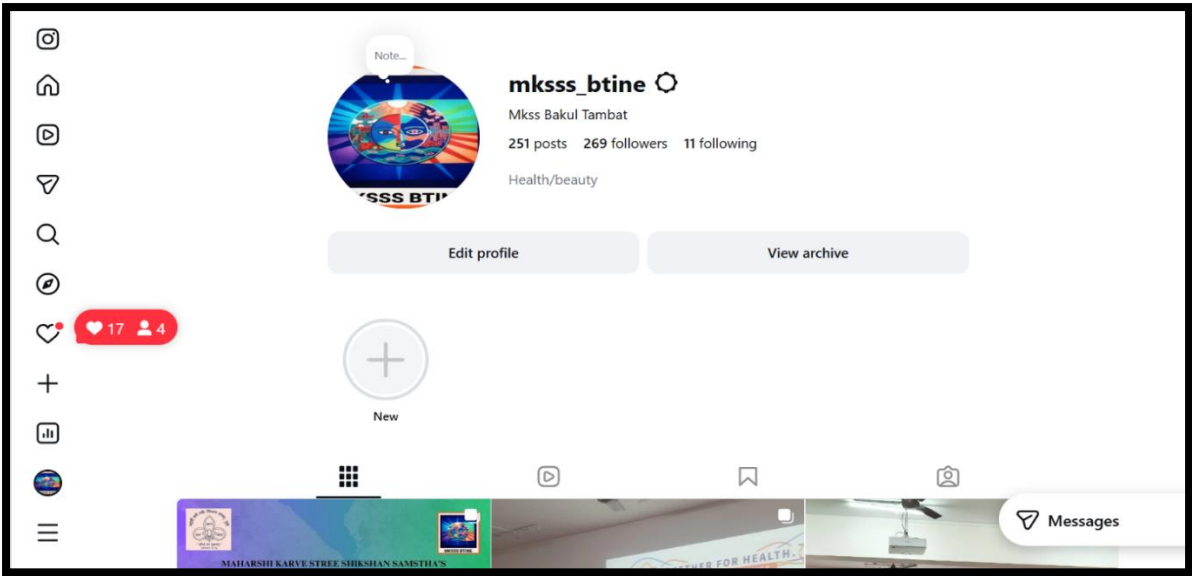
- Keeping posts regular and maintaining good-quality content can be difficult at times.
- Training staff to handle digital records and media properly is an ongoing challenge.
- Making sure every post follows privacy rules and is shared responsibly requires continuous attention.

Sr. No.	Social media	Link
1.	Instagram	https://www.instagram.com/mksss_btine/
2.	Facebook	https://www.facebook.com/profile.php?id=100015350860795
3.	You tube	https://www.youtube.com/@MKSSSBTINE
4.	WhatsApp alumni group	https://chat.whatsapp.com/FxErmAIzc3C0Gk3DSjlZMc?mode=gi_t




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